



Hutton.Agency is a boutique business development consultancy specialised in developing go to market strategies for highly unique and differentiated brands. Supporting brands with the right placement and retail partners with the tools to drive sell through at the point of sale. APAC | EMEA.

# SYSTEM

## HOW ROCKETBOOK WORKS

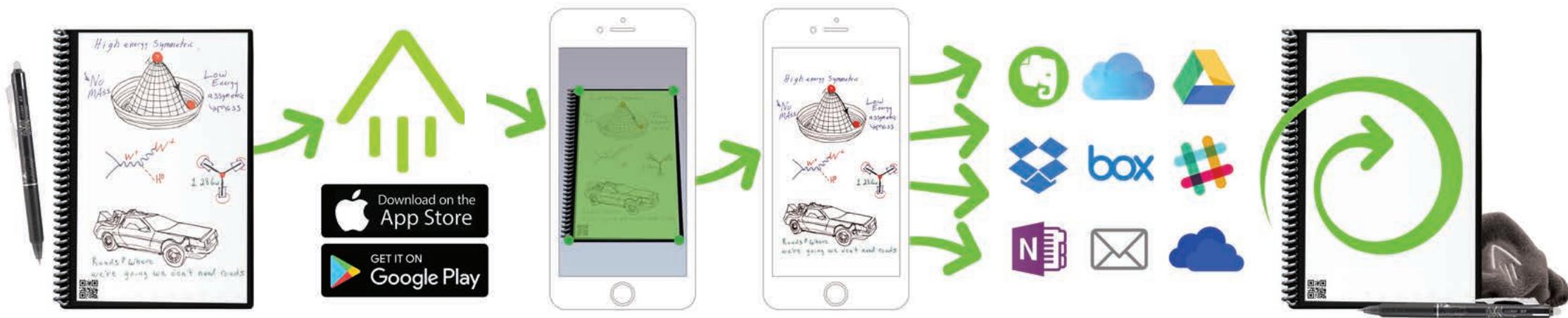
#1. WRITE

#2. APP

#3. SCAN

#4. SEND

#5. REUSE



We have been big fans of Rocketbook's technology since launch - burning through notebooks at pace before we came across Rocketbook, we now use, the same notebook over and over again. Rocketbook offers retail partners a truly unique solution proven in the US (#1 share December 2019) to deliver a real world handwriting experience with the benefit of being able to upload to the cloud (and share) documents.

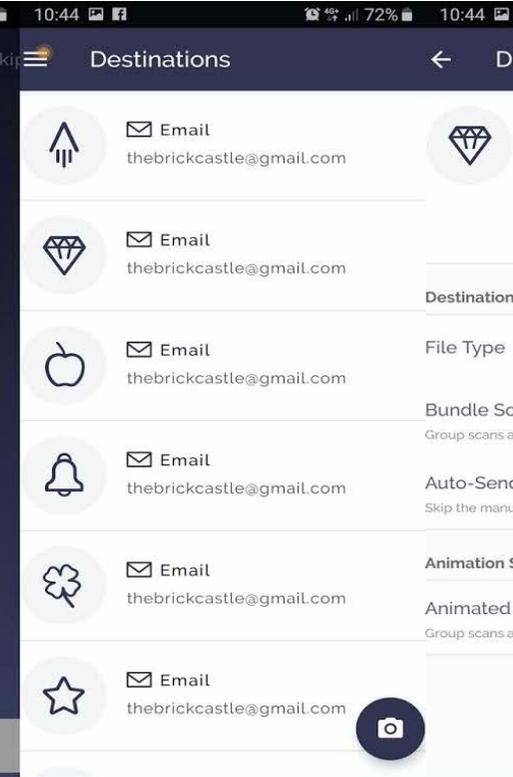
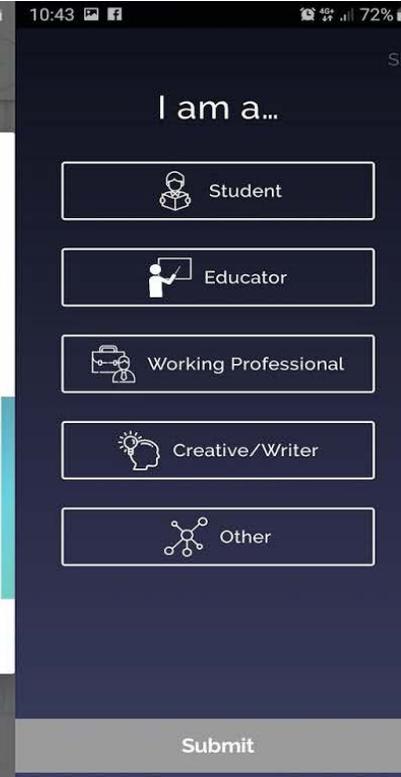
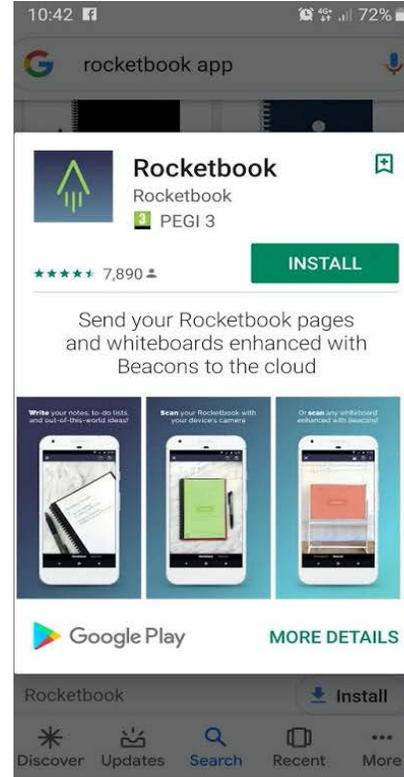
## #1. WRITE

Use your Rocketbook like a traditional notepad. Supplied with a Pilot Frixion pen fill the pages with whatever is on your mind! Paper configurations include lines/dot and in the latest Fusion notebooks, pages that assist with scheduling and projects.

*Dear Jessica,*

## #2. APP

Download the APP through the Apple Store or Google Play and start enjoying the benefits. Once the APP had been installed a suite of online tools deliver relevant functionality and options.

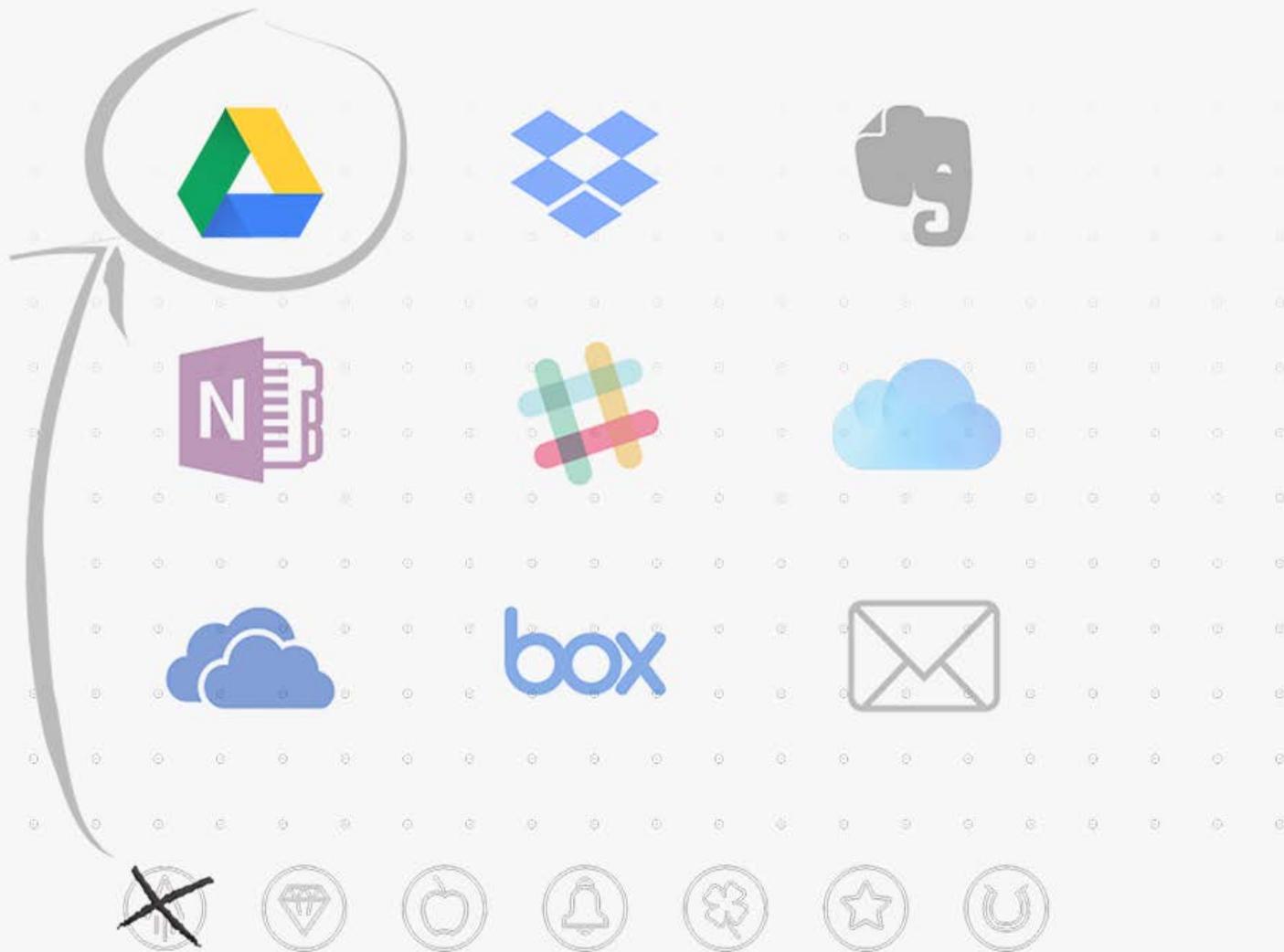


## #3. SCAN

Use the APP to scan your pages of notes/drawings (or whatever you've created) using your Rocketbook and Pilot Frixion pen.

When installing the APP assign the icons (on each page of your Rocketbook) to the relevant cloud based service that you want to store/or share your content. Your Rocketbook has seven icons on each page that can be assigned to a cloud based service (more on next page).





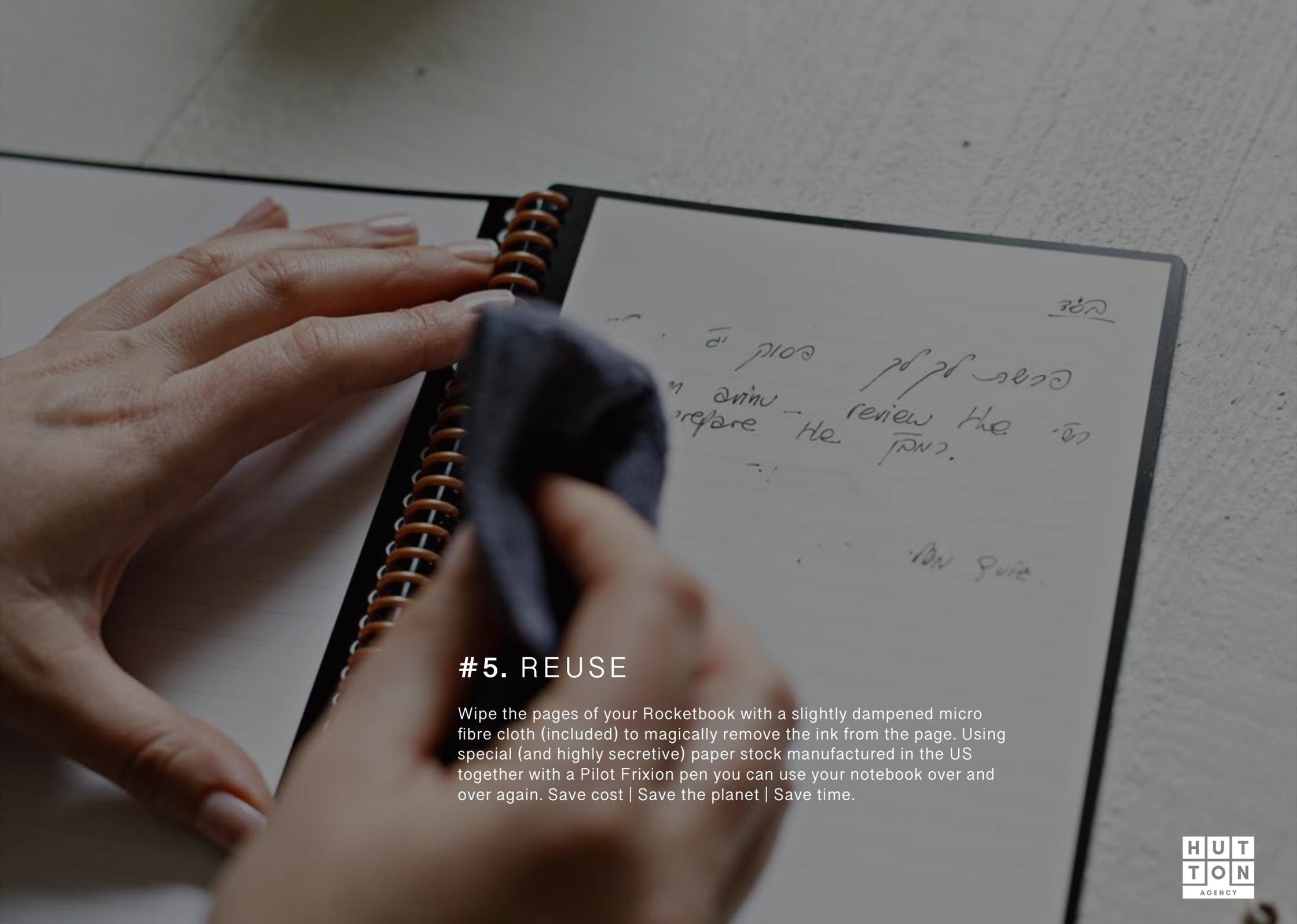
## #4. SHARE

After you have assigned the symbol on the APP to the relevant cloud based service (and configured/shared access with the accounts) sharing your files is a breeze.

Before scanning your page, mark the icon on the bottom of the page to identify where you want the content to go - et voila...off it goes!

Current options include sending your notes/content to:

- Google Drive
- Email
- Evernote
- Dropbox
- Box
- Slack
- Trello
- OneNote
- OneDrive
- iCloud (iOS Only)
- iMessage (iOS Only)
- Google Photos (Android only)



## #5. REUSE

Wipe the pages of your Rocketbook with a slightly dampened micro fibre cloth (included) to magically remove the ink from the page. Using special (and highly secretive) paper stock manufactured in the US together with a Pilot Frixion pen you can use your notebook over and over again. Save cost | Save the planet | Save time.

# THE PRODUCT RANGE

- Rocketbook Core
- Rocketbook Fusion
- Rocketbook Capsule
- Rocketbook Beacons



## THE RANGE

### ROCKETBOOK CORE

The Rocketbook Core (formerly Everlast) notebook provides a classic pen and paper experience, yet is built for the digital age. Although it feels like a traditional notebook, the Core is endlessly reusable and connected to all of your favorite cloud services.

When you write using any pen from the Pilot Frixion line, your writing sticks to Core pages like regular paper. But add a drop of water... and the notebook erases like magic.



AVAILABLE IN MINI | LETTER | EXECUTIVE  
DOT | LINED PAGE OPTIONS



## THE RANGE

### ROCKETBOOK FUSION

The Rocketbook Fusion is designed for every classroom, office, and personal mission. The Fusion is a reusable pen and paper notebook with seven different page templates that connect to your favorite cloud services. 42 futuristic pages are packed with calendars, to-do lists, and notetaking layouts. And of course the Fusion is made with patented reusable Core technology. The synthetic paper allows you to write smoothly with a Pilot FriXion pen, then magically wipe clean with a damp cloth to reuse again and again! Use the Rocketbook app to blast your notes, plans, lists, and big ideas to the cloud for proper organisation. Then, erase and reuse your Fusion for your next adventure!



AVAILABLE IN LETTER | EXECUTIVE



## THE RANGE

### ROCKETBOOK CAPSULE

The Official Rocketbook folio cover has landed. Give your Rocketbook the style and protection it deserves with our uniquely designed, 100% Recyclable, and fully biodegradable folio covers. Our covers also feature a magnetic clasp, pen dock, inside pocket, and multiple card slots to store all your mission-critical supplies. The lightweight innovative design makes them the ideal Rocketbook accessory for Students, Working Professionals, Astronauts, Journalists, Graduates, and Writers.



AVAILABLE IN  
BLACK | TAN

## THE RANGE

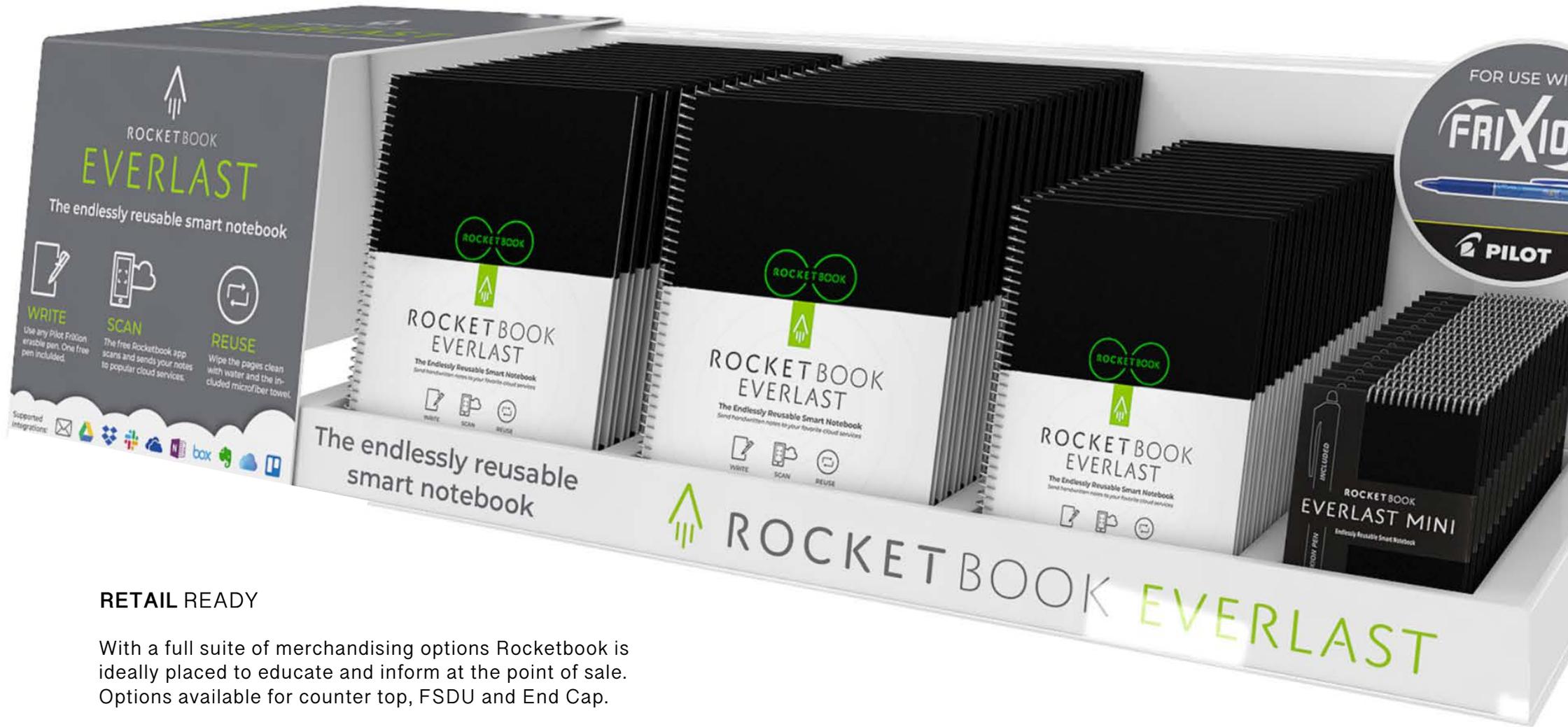
### ROCKETBOOK BEACONS

You can now launch your old whiteboards into the digital future with Rocketbook Beacons! These four restickable, reusable Beacons convert your writing surface into a smartboard by integrating with popular cloud services in the free Rocketbook app.



No need for expensive new hardware and software. Just four restickable "beacons" for any sized surface and one futuristic smartphone app that connects with many of the popular cloud services you already use!





## RETAIL READY

With a full suite of merchandising options Rocketbook is ideally placed to educate and inform at the point of sale. Options available for counter top, FSDU and End Cap.

Category management team work with partners to develop highly experiential displays based on the space available.



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